



6:00PM Wednesday, January 5, 2022
City Hall Conference Room
23600 Liberty Street
Farmington, MI 48335

REGULAR AGENDA

The January 5th DDA board meeting was called to order by Todd Craft at 6:03 pm.

1. Roll Call

Present: Todd Craft, Linda Deskins, Miguel Williams, Tom Pascaris, Todd Craft, Donovan Singleton

Others Present: Kate Knight, Jess Westendorf

Absent: Sara Bowman, Tom Buck, Claire Perko

2. Approval of Items on Consent Agenda

a. Minutes: December 1, 2021 Regular Meeting

b. Minutes: September 8, 2021 Promo Committee Meeting

Motion to approve the items on the consent agenda by Hallas, seconded by Pascaris. Motion passes unanimously.

3. Approval of Regular Agenda

Motion to approve the items on the regular agenda by Williams, seconded by Deskins. Motion passes unanimously.

4. Public Comment

Opened and close by Craft at 6:04pm.

5. Financial Snapshot

Overview by Knight.

6. Executive Director Update

Update by Knight.

- We are kicking off 2022, breaking out the workplan, and conducting the half-time review for the budget. DDA staff is attending a directors training on 1/10 and we also have a Robertson Brothers meeting coming up.
- The work plan is in this year's packet. The approved 2021 work plan has many line items in the works.
- Coming up in February, we are hosting Main Street National. Tentative planning on February 2nd to align with the DDA Board meeting.
- Yiftee gift card launched in November and we will be sharing analytics.
- Heart the Art programming is coming up in February with the goal of passive programming building on the success last year featuring a Syndicate hot cocoa crawl, live music and other passive elements.
- The DIA Inside Out program is in the works with 5 pieces selected for the following locations: Sipp, Masonic Lodge, Starbucks, Pavilion, and KickstART.

7. Publication of 2022 DDA Regular Meeting Calendar

Motion by Pascaris, seconded by Singleton, to approve the 2022 Calendar of Regular DDA Meetings. Motion passes unanimously.

8. Publication of 2022 DDA Calendar of Events

The DDA board discussed the possibility facilitating a community calendar and reviewed the 2022 proposed calendar of events including: Public Art Event, Ladies Night Out, Art on the Grand, Rhythms in Riley Park, Lunch Beats, Harvest Moon Celebration, Grand Raven Festival, & Small Business Saturday.

Motion by Singleton, Seconded by Deskins, that the Board shall approve the 2022 Events Calendar. Motion passes unanimously.

9. Work Plan FY 2022-2023

Overview of core themes and major projects within core themes by Knight.

- Encourage and support downtown development projects
- Implement parking management and improvement strategies
- Maintain and strengthen cleanliness, safety and attractiveness
- Maintain and adapt communications and promotions
- Board Development and Volunteer Recruitment

The DDA board discussed hiring additional staff to help accomplish work plan. DDA staff will identify the need and investigate feasibility.

The board discussed additional items and how these items may fit in the workplan:

- Parking Field Maintenance
- Community calendar as part of communications and promotions.
- Consider crosswalk safety near Starbucks and other intersections in town.

10. Committee Updates:

a. Design Committee

Update by Knight- Design committee will be hosting a series of design charettes for the Enterprise Pocket Park and the Masonic Lodge Plaza.

b. Public Art Committee

Update by Knight- The committee is looking at dates in late January for the next meeting. Inside Out program is in progress and committee will be considering placemaking projects.

c. Promotions Committee

Yiftee update by Westendorf- strong start with nearly \$8,000 in sales to date.

Committee update by Halas-

- Metromode advisory analytics overview- OUTSTANDING results with high engagement, far reach, and a long 6.5-minute average read time. Halas encourages the board to send story ideas to DDA staff and join us for the next advisory meeting. Think about stories that increase attachment to place and community pride. Halas also shared an example by National Geographic that has a similar approach to our Metromode with exceptional national writing talent and beautiful professional photography- to put it in perspective just how outstanding our partnership with Metromode is, the average read time for this national geographic article is just 2.5 minutes.

d. Business Development Committee

Update by Knight. The Principal Shopping District has had the final public hearing and has been renewed for 5 years.

11. Other Business

Halas- Farmington's Bicentennial is coming up in 2 years. Let's get ready.

Singleton- Inquired what our occupancy rate is for Downtown Farmington. Knight answered over 95% with many things in the works. In general, downtowns with a historic center are performing well with a low occupancy rate. Downtown Farmington is favorable when comparing to other peers.

Craft- Challenging and successful years and congratulations to Kate and Jess for surviving & thriving through a tough year. We need to tell our story and share our successes. Also, if you know someone that is interested in volunteering, recruit them.

12. Board Comment

None

13. Adjournment

Motion to adjourn by Pascaris, seconded by Singleton. Motion passes unanimously.

Dates of Interest:

Feb 2 DDA Board Regular Meeting
February Public Art Programming "Heart the Art"